My comment is in regards to "voice tracking" and its use in San Francisco Bay Area by Clear Channel Boradcasting and other large broadcasters as its use is related to localism.

I find it acceptable to have some obvious imported programming, such as "Weekly Top-40" and other countdown shows on Weekends; as it is comparable to having prime-time programming from TV networks to local affilates. However, in SF area (a top 10 City in the US), we (the radio listeners) are getting imported or "voice tracked" programming at an alarming rate and even during the mid-day (10 to 4 PM) and afternoon (4 to 7 PM) time slots. For example, on KIOI-FM, Star 101.3 FM, the "Gene and Julie" show that runs from ~4 PM to 7 PM is coming from Atlanta that was taped hours ago. I find that there is NO connection between the DJ and the audience and there is definitely no community service / live connection is made with the general public. The only "live" element is the computer inserted traffic reports. There should be a requirement that during primetime radio hours, say from 7 AM to 7 PM, Monday to Friday, at least 25% of each hour's programming needs to be live and local originated - with local news, weather, community info, so that the radio stations will continue to have a local flavor and not just "voice-tracked" programming all the time. I don't feel connected to a traffic reporter that is more concerned about squeezing in a traffic report within a 2 min pre-programmed time slot.

In addition, the use of "voice tracked" program has limited the variety of music that is being heard on the radio -- local artists are not being heard. Pre-selected playlists are used instead of a playlists that are based on the local public's interest in a particular song/group. Worst of all, many of the pre-selected songs are played to promote co-owned concert events that are being marketed by a subsidiary of the broadcaster, i.e., Clear Channel.

The excessive use of network / "voice tracked" programming is definitely hurting broadcasting localism. As suggested above, live programming should be required during radio prime time periods -- I would suggest 7 AM to 7 PM for top markets; 7 AM to 10 AM and 4 PM to 7 PM for smaller markets. This should provide a balance between cost efficiency and the requirement for live local programming. The public deserves true "LOCAL RADIO"!

Thank you for your consideration.